

IN THE CLAIMS

1. (Currently Amended) A method comprising:  
  
obtaining a plurality of details about an event of a marketing partner, said plurality of details comprising a date and a location;  
  
receiving, at a first computer operated by a ground transportation coordinator, a transmission indicating that a portion of a content page has been selected by a consumer, wherein said content page is displayed ~~by~~ on a second computer, wherein said second computer is operated by said consumer and is in communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to transmit to said second computer for display by said second computer ~~data indicative of a ground transportation service specifically provided for said event, wherein said ground transportation service comprises at least two one predetermined and selectable routes to route between a stop and said location; and data indicative of a logo of said marketing partner; and~~  
  
receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises identification of at least one of said routes ~~route~~, identification of an amount ~~a number~~ of ground transportation seats requested by said consumer, and identification of said event.
2. (Previously Presented) The method of claim 1, further comprising providing said consumer a confirmation of receipt of said order.

3. (Previously Presented) The method of claim 2, further comprising receiving data descriptive of a request for purchase of said order.

4. (Previously Presented) The method of claim 3, further comprising confirming purchase of said order.

5. (Previously Presented) The method of claim 1, wherein said order specifies a particular seat located on a bus, a motor coach, or a van.

6. (Previously Presented) The method of claim 1, wherein said data indicative of a ground transportation service is provided at a time of or prior to obtaining a ticket for admission to said event.

7. (Cancelled)

8. (Previously Presented) The method of claim 1, wherein said portion of said content page identifies said ground transportation coordinator.

9. (Cancelled)

10. (Previously Presented) The method of claim 1, wherein said order further comprises a request for admission to said event.

11. (Cancelled)

12. (Currently Amended) The method of claim 1, wherein said transmitting ~~providing~~ data indicative of a ground transportation service occurs automatically in response to and substantially simultaneously after said receiving said transmission indicating indication ~~indication~~ that said portion of said content page has been selected.

13. (Cancelled)

14. (Currently Amended) A method comprising:

obtaining a plurality of details about an event of a marketing partner, said plurality of details comprising a date and a location;

receiving, at a first computer operated by a ground transportation coordinator, a transmission indicating[[,]] that an event transportation identifier has been selected by a consumer, wherein said event transportation identifier is displayed by ~~on~~ a second computer, wherein said second computer is operated by said consumer and is in communication with said first computer, and wherein said consumer's selection of said event transportation identifier causes said first computer to transmit to said second computer for display by said second computer[[:]] data indicative of a ground transportation service specifically provided for said event, wherein said ground transportation service comprises at least two ~~one~~ predetermined and selectable routes to ~~route between a stop and~~ said location; ~~and data indicative of a logo of said marketing partner;~~ and

receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises identification of at least one of said routes ~~route~~, identification of an amount ~~a number~~ of ground transportation seats requested by said consumer, and identification of said event.

15. (Cancelled)

16. (Cancelled)

17. (Cancelled)
18. (Cancelled)
19. (Cancelled)
20. (Cancelled)
21. (Cancelled)
22. (Cancelled)
23. (Cancelled)
24. (Cancelled)
25. (Cancelled)
26. (Currently Amended) A device comprising:

means for obtaining a plurality of details about an event of a marketing partner,  
said plurality of details comprising a date and a location;

means for receiving, at a first computer operated by a ground transportation  
coordinator, a transmission indicating that a portion of a content page has been selected by a  
consumer, wherein said content page is displayed by ~~on~~ a second computer, wherein said second  
computer is operated by said consumer and is in communication with said first computer, and  
wherein said consumer's selection of said portion of said content page causes said first computer  
to transmit to said second computer for display by said second computer~~[[:]]~~ data indicative of a  
ground transportation service specifically provided for said event, wherein said ground

transportation service comprises at least ~~two~~ one predetermined and selectable routes to route  
~~between a stop and said location; and data indicative of a logo of said marketing partner; and~~

means for receiving, at said first computer, data descriptive of an order for said  
ground transportation service, wherein said order comprises identification of at least one of said  
routes route, identification of an amount ~~a number~~ of ground transportation seats requested by  
said consumer, and identification of said event.

27. (Cancelled)

28. (Currently Amended) A device operated by a ground transportation coordinator  
comprising:

a memory having embodied therein data descriptive of a ground transportation  
service specifically provided for an event, wherein said ground transportation service comprises  
at least ~~two~~ one predetermined and selectable routes to route ~~between a stop and~~ an event  
location; and

a processor in communication with said memory, said processor configured:

to receive a transmission indicating that a portion of a content page has  
been selected by a consumer, wherein said content page is displayed on a computer operated by  
said consumer, wherein said computer is in communication with said device operated by said  
ground transportation coordinator, and wherein said consumer's selection of said portion of said  
content page causes said device to transmit to said computer for display by said computer[[:] ]

data indicative of said ground transportation service; ~~and data indicative of a logo of said marketing partner~~; and

to receive data descriptive of an order for said ground transportation service, wherein said order comprises identification of at least one of said routes ~~route~~, identification of an amount ~~a number~~ of ground transportation seats requested by said consumer, and identification of said event.

29. (Previously Presented) The device of claim 28, wherein said processor is further configured to provide confirmation of receipt of said order.

30. (Previously Presented) The device of claim 29, wherein said processor is further configured to receive data descriptive of a request for purchase of said order.

31. (Previously Presented) The device of claim 30, wherein said processor is further configured to confirm purchase of said order.

32. (Currently Amended) A computer-readable storage medium encoded with processing instructions for implementing a method, said processing instructions for directing a first computer operated by a ground transportation coordinator to perform the steps of:

obtaining a plurality of details about an event of a marketing partner, said plurality of details comprising a date and a location;

receiving, at said first computer, a transmission indicating that a portion of a content page has been selected by a consumer, wherein said content page is displayed by ~~on~~ a second computer, wherein said second computer is operated by said consumer and is in

communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to transmit to said second computer for display by said second computer data indicative of a ground transportation service specifically provided for said event, wherein said ground transportation service comprises at least two ~~one~~ predetermined and selectable routes to ~~route between a stop and~~ said location; ~~and data indicative of a logo of said marketing partner;~~ and

receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises identification of at least one of said routes ~~route~~, identification of an amount ~~a number~~ of ground transportation seats requested by said consumer, and identification of said event.

- 33. (Cancelled)
- 34. (Cancelled)
- 35. (Cancelled)
- 36. (Cancelled)
- 37. (Cancelled)
- 38. (Cancelled)
- 39. (Cancelled)
- 40. (Cancelled)
- 41. (Cancelled)
- 42. (Cancelled)

43. (Cancelled)
44. (Cancelled)
45. (Cancelled)
46. (Cancelled)
47. (Previously Presented) The method of claim 1, wherein said portion of said content page comprises an icon identifying said ground transportation coordinator.
48. (Previously Presented) The method of claim 1, wherein said portion of said content page comprises a hyperlink.
49. (Previously Presented) The method of claim 1, wherein said first computer comprises one or more servers.
50. (Currently Amended) The method of claim 1, further comprising providing, to said second computer, data indicative of a logo of said ground transportation coordinator for display by said second computer simultaneously with display by said second computer of said marketing partner's logo data indicative of a ground transportation service specifically provided for said event.
51. (Previously Presented) The method of claim 1, further comprising providing, to said second computer, data indicative of a plurality of additional events of said marketing partner and at least one corresponding event transportation identifier.
52. (Currently Amended) A method comprising:



obtaining a plurality of details about a sporting event of a sports organization,  
said plurality of details comprising a game opponent, a game time, and a game location;

receiving, at a first computer operated by a ground transportation coordinator, a  
transmission indicating that a portion of a content page has been selected by a consumer, wherein  
said content page is displayed ~~by~~ on a second computer, wherein said second computer is  
operated by said consumer and is in communication with said first computer, and wherein said  
consumer's selection of said portion of said content page causes said first computer to transmit to  
said second computer for display by said second computer ~~data~~ data indicative of a ground  
transportation service specifically provided for said sporting event, wherein said ground  
transportation service comprises at least ~~two~~ one predetermined and selectable routes to route  
~~between a stop and said game location; and data indicative of a logo of said sports organization;~~  
and

receiving, at said first computer, data descriptive of an order for said ground  
transportation service, wherein said order comprises identification of at least one of said  
predetermined routes ~~route~~, identification of an amount ~~a number~~ of ground transportation seats  
requested by said consumer, and identification of said sporting event.

53. (Previously Presented) The method of claim 52, further comprising providing  
said consumer a confirmation of receipt of said order.

54. (Previously Presented) The method of claim 53, further comprising receiving  
data descriptive of a request for purchase of said order.

55. (Previously Presented) The method of claim 54, further comprising confirming purchase of said order.

56. (Previously Presented) The method of claim 52, wherein said order specifies a particular seat located on a bus, a motor coach, or a van.

57. (Previously Presented) The method of claim 52, wherein said data indicative of a ground transportation service is provided at a time of or prior to obtaining a ticket for admission to said sporting event.

58. (Previously Presented) The method of claim 52, wherein said order further comprises a request for admission to said sporting event.

59. (Currently Amended) The method of claim 52, wherein said transmitting ~~providing~~ data indicative of a ground transportation service occurs automatically in response to and substantially simultaneously after said receiving said transmission indicating indication ~~indication~~ that said portion of said content page has been selected.

60. (Currently Amended) A method comprising:  
obtaining a plurality of details about a concert event, said plurality of details comprising at least one artist or group, a concert date, and a concert venue;  
receiving, at a first computer operated by a ground transportation coordinator, a transmission indicating that a portion of a content page has been selected by a consumer, wherein said content page is displayed by ~~on~~ a second computer, wherein said second computer is operated by said consumer and is in communication with said first computer, and wherein said

consumer's selection of said portion of said content page causes said first computer to transmit to said second computer for display by said second computer data indicative of a ground transportation service specifically provided for said concert event, wherein said ground transportation service comprises at least two ~~one~~ predetermined and selectable routes to route ~~between a stop and~~ said concert venue; ~~and data indicative of a logo of one or more of said concert venue or said at least one artist or group;~~ and

receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises identification of at least one of said predetermined routes ~~route~~, identification of an amount ~~a number~~ of ground transportation seats requested by said consumer, and identification of said concert event.

61. (Previously Presented) The method of claim 60, further comprising providing said consumer a confirmation of receipt of said order.

62. (Previously Presented) The method of claim 61, further comprising receiving data descriptive of a request for purchase of said order.

63. (Previously Presented) The method of claim 62, further comprising confirming purchase of said order.

64. (Previously Presented) The method of claim 60, wherein said order specifies a particular seat located on a bus, a motor coach, or a van.

65. (Previously Presented) The method of claim 60, wherein said data indicative of a ground transportation service is provided at a time of or prior to obtaining a ticket for admission to said concert event.

66. (Previously Presented) The method of claim 60, wherein said order further comprises a request for admission to said concert event.

67. (Currently Amended) The method of claim 60, wherein said transmitting ~~providing~~ data indicative of a ground transportation service occurs automatically in response to and substantially simultaneously after said receiving said transmission indicating indication ~~indication~~ that said portion of said content page has been selected.

68. (Currently Amended) A method comprising:  
obtaining a plurality of details about a theatrical event, said plurality of details comprising at least one theatrical work, a date, and a venue;  
receiving, at a first computer operated by a ground transportation coordinator, a transmission indicating that a portion of a content page has been selected by a consumer, wherein said content page is displayed by ~~on~~ a second computer, wherein said second computer is operated by said consumer and is in communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to transmit to said second computer for display by said second computer ~~data~~ data indicative of a ground transportation service specifically provided for said theatrical event, wherein said ground transportation service comprises at least two ~~one~~ predetermined and selectable routes to route

~~between a stop and said venue; and data indicative of a logo of one or more of said venue or said theatrical work or at least one artist or group performing said theatrical work; and~~

receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises identification of at least one of said predetermined routes ~~route~~, identification of an amount ~~a number~~ of ground transportation seats requested by said consumer, and identification of said theatrical event.

69. (Previously Presented) The method of claim 68, further comprising providing said consumer a confirmation of receipt of said order.

70. (Previously Presented) The method of claim 69, further comprising receiving data descriptive of a request for purchase of said order.

71. (Previously Presented) The method of claim 70, further comprising confirming purchase of said order.

72. (Previously Presented) The method of claim 68, wherein said order specifies a particular seat located on a bus, a motor coach, or a van.

73. (Previously Presented) The method of claim 68, wherein said data indicative of a ground transportation service is provided at a time of or prior to obtaining a ticket for admission to said theatrical event.

74. (Previously Presented) The method of claim 68, wherein said order further comprises a request for admission to said theatrical event.

75. (Currently Amended) The method of claim 68, wherein said transmitting ~~providing~~ data indicative of a ground transportation service occurs automatically in response to and substantially simultaneously after said receiving said transmission indicating indication ~~indication~~ that said portion of said content page has been selected.

76. (New) A method comprising:  
obtaining a plurality of details about an event of a marketing partner, said plurality of details comprising a date and a location;  
receiving, at a first computer operated by a ground transportation coordinator that is not also a ground transportation operator, a transmission indicating that a portion of a content page has been selected by a consumer, wherein said content page is displayed by a second computer, wherein said second computer is operated by said consumer and is in communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to transmit to said second computer for display by said second computer data indicative of a ground transportation service specifically provided for said event;  
and  
receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises identification of an amount of ground transportation seats requested by said consumer and identification of said event.